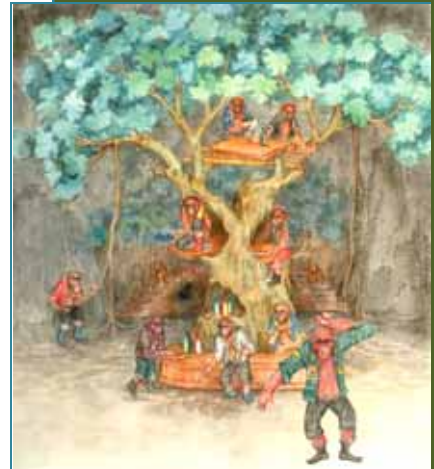
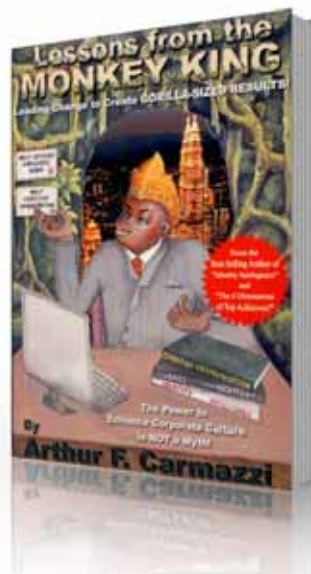


Directive Communication International (Asia)

Presents

## Change Leadership Lessons from the Monkey King

*Leading Change to Create Gorilla Sized Results*



*A 4 day Interactive  
Workshop to Develop a  
Greater More Effective,  
Cooperative and Fun  
Working Environment and  
the Leadership Identity to  
Achieve it.*



The Psychology of Organizational Peak Performance

## Table of Contents

1 Proposed Workshop.....	3
1.1 Issues at hand.....	3
1.2 Introduction.....	3
1.3 Program Objectives.....	4
2 Why More Organizations Choose DC psychology based Training Programs.....	5
2.1 We Develop leaders and the personal responsibility that goes with leadership...5	
2.2 DC certified Trainers are already Renowned Experts in their field, and enhance results with DC Psychology Applications.....	5
2.3 Customized Training Focused on Your Needs.....	6
2.4 Experiential, Activity-Based Training.....	6
2.5 Practical Applications of Activities through Debrief and Reflection Sessions.....	6
2.6 Our Programs Offer the region’s Best Value For Money.....	6
3 Methodology.....	7
4 Outline.....	7
5 Arthur F Carmazzi.....	8
6 Arthur F Carmazzi Testimonials.....	9
7 Timing .....	10
8 Costs and Value-Add .....	10
9 Conclusion.....	10

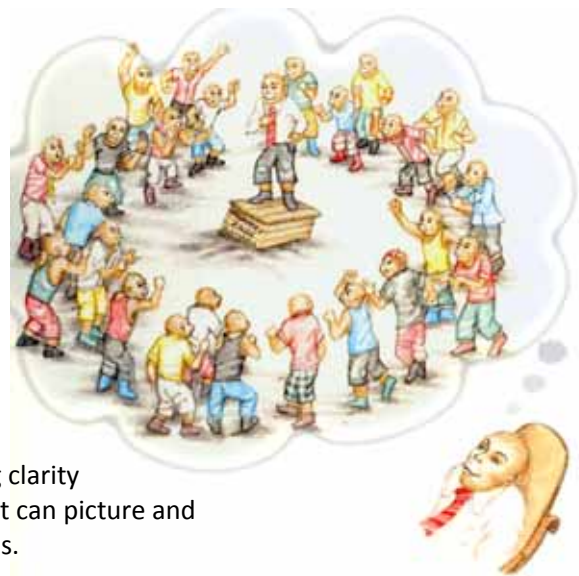
# 1. Proposed Workshop

## 1.1 Issues at hand

1. You want to create positive change in your organization
2. You want to develop better teamwork, synergy, better internal communication, and more trust
3. You want to know how to deal with and transform difficult people into productive, competent and positive individuals
4. Develop new skills in strategic thinking for organizational and business development
5. You want something new and FUN including a Relevant Perspective you can use to influence change and develop yourself and your organization

## 1.2 Introduction

The DC Change Management Training is designed to affect the emotions, cooperation and commitment of your people. It applies psychology and awareness to achieve this. The end result will be visible changes in the attitudes and interactions of your people and your organizational culture. Leadership is the foundation to an organization's Culture and its Vision. For a Successful positive change, **clarity of "How" Organizational change will be Effectively Implemented** is paramount. Based on the Arthur's renowned Directive Communication methodology, associated case studies, and his Change Leadership book, "*Lessons from the Monkey King*", this **Interactive Workshop** provides new platforms for getting clarity and working together to nurture a work environment that can picture and achieve a clear vision in line with organizational objectives.



When we understand the science of group dynamics, we gain the insights required to understand how we are affecting our environment and organizational culture. We see the effects on the people we work with and identify the opportunities and gain insights to create a more passionate, cooperative and emotionally fulfilled work environment.

This program will take Leaders, managers and supervisors on a journey of Fun, Vision, Personal and Organizational Success, and the Step by Step Cultivation of a Sculpted More Aligned Organizational Culture to achieve a competitive advantage in creativity, communication, cooperation, better decision making, and a passion for your brand.

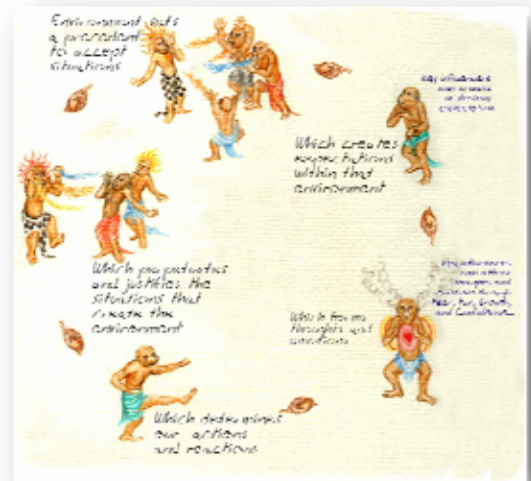


### 1.3 Program Objectives

#### Affecting the Psychology of Your Organization

Clarity and inspiration to act come from experience and action, not thought. The program objectives are met through an Experiential Process applying the psychology of self and group.

Using a hands-on, action style of training, and cutting edge DC training tools, participants will get real clarity of who they need to become as leaders and what kind of working environment and culture they need to create to bring out the best of themselves and others.



*Culture is perpetuated by the actions and Reaction of your people who are NOT aware of the effects they are having*

#### A successful participant will be able to:

- Develop Leadership at all levels of your organization
- Enhance organizational culture with better communication and personal alignment
- Cultivate an environment to inspire and support a Leadership Enriched Culture
- Better understanding of how to create positive change in the environment by making small changes in Your behavior that will show immediate results in fulfillment at work.
- Be inspired to take action on these small changes.
- Improve the ability to cause and deal with change at all levels of the organization
- Gain Clarity of who you are and need to be in order to achieve more competency, personal fulfillment, and greater ability through you organization
- Truly believe you have the ability to make a difference in corporate culture and act on it

#### The specific areas to be covered include:



#### Awareness:

- Assess current organizational culture
- Assess personal leadership affects on culture
- Evaluate your actions and reactions to others

#### Implementation:

- 5 pillars of Transformation
- Culture Evolution Strategies
- Clarity of Purpose and Direction
- Leadership Identity

## 2. Why More Organizations Choose DC psychology based Training Programs

Directive Communication (DC) is a training and organizational development psychology developed by Arthur F Carmazzi that affects how people act and react in teams and how that affects individual performance. It is a foundational science for influencing team dynamics to cultivate high performance **cooperative team cultures** and bring out greater individual potential. The Directive Communication methodology incorporates the latest breakthroughs in **motivational and genetic psychology**, and applies them in improving personal peak performance through cultivating a superior team environment.

### 2.1 We Develop leaders and the personal responsibility that goes with leadership

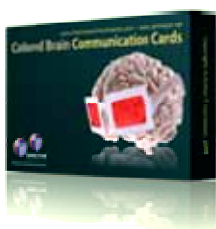
Whether it's in our hands on workshops, or Outdoor Bali Retreats, Train the Trainer Training, OnLine Learning facilities, or ½ day modular programs, each have an integrated leadership component that build the character required to build confidence, moderate ego, and maximize what it takes to get results, set an example and inspire the team.

Participants gain much more than a workshop experience or achieve higher levels of excellence in their respective jobs, they gain the ability to find their greater selves and influence their future to become a celebrated example to others.



### 2.2 DC certified Trainers are already Renowned Experts in their field, and enhance results with DC Psychology Applications

Each of our experts is just that, an expert. You will never get a generic trainer or facilitator. Each program leader has the experience and the relative practical knowhow and ability implement it for immediately visible results. DC is a trusted resource for Government officials, Senior Management of multinational organizations, teachers, trainers and students from entire the Asian region. No DC certified expert has less than 5 years practical experience, and all are published authorities in their field.



Each of our experts is familiar with the use and application of award winning DC training and development tools such as the Colored Brain Communication Inventory, Colored Brain Communication cards, Choudhury Mind Maze and more.

### 2.3 Customized Training Focused on Your Needs

Each DC psychology based program incorporate environmental factors that not only affect the individual, but the entire group. When you provide us with your group objectives, DC certified trainers are inherently more capable of making sure your group objective are met. Our practitioners are trained to influence your team dynamics to want to become more of what you want them to become.

### 2.4 Experiential, Activity-Based Training

Award winning proprietary tools are one of the reasons Directive Communication workshops have been noted as **42% more effective** than traditional training. Each exercise is designed to not only add to a participant's experiential knowledge and applied realization, but also to build on, and reinforce the previous learning and exercises. Participants are immersed in the entire learning system through games and the psychological strategies to make sure the learning is embedded in consciousness and long term memory.



### 2.5 Practical Applications of Activities through Debrief and Reflection Sessions



Every time we make a realization, we have the opportunity to engrain a new relative perception. But when we are guided how to immediately apply that realization to improve one facet of our lives and the lives of those around us, something changes inside us, and it doesn't go back. DC games and excursions transform perception and nurture lasting change.

### 2.6 Our Programs Offer the region's Best Value for Money

DC programs have consistently outshone traditional training with our immediately visible and measurable results. And with our multiple platforms and e-follow up, DC has the means to sustain and grow those results long after the training is finished. We have been written up in news papers, magazines and TV throughout the Asian region and the UAE for the outstanding results in our process.

**We do not offer training, we offer a new, empowering way of being.**

### 3. Methodology

Directive Communication Psychology was specifically designed to affect the individual through group interaction, and affect the group through individual realizations of how they affect the group. Whether it be cooperation or competition, we are either reacting to the group, or influencing it. DC helps participants to take control. As individuals affect and are affected by each other in each of their personal or work environments, Directive Communication sets the emotional and decision making base for optimizing the way people interact with each other in a team or group. It enables individuals the ability to specifically and positively direct personal power, enthusiasm and action for themselves and the people around them. It exposes individuals to the mental, emotional, and physical triggers that will lead to improvement in their quality of life in and out of work.



In essence, people trained in Directive Communication can bring out the best in themselves and others in the various groups they exist in.

*Directive Communication is recognised:*



*Directive Communication in the International News*

### 4. Outline

- ✓ Clarify Course process and participant objectives
- ✓ Learn the psychology of Blame and Reaction and being Objective Focused (experiential)
- ✓ Learn the Colored Brain and the genetic process of how we interpret the world around us and how that strongly affects group dynamics (experiential)
- ✓ Learn psychology of emotion and motivation and how to harness it for personal and organizational alignment and success (experiential)
- ✓ Organizational Change Case studies for the DC Revolution Process with Emirates, Motorola, and Nestle using the DC Psychology of Group Dynamics (Interactive)
- ✓ The Culture Change process and applying the 5 pillars of transformation to your personal and organizational success plan (experiential)
- ✓ Creating your personal Change Leader Identity – who do you need to be to make a difference (experiential)

## 5. Arthur F. Carmazzi

Founder of the Directive Communication™ Methodology  
and Ranked as one of the world's Top 10 Leadership Professionals



Ranked as one of the **Global Top 10 most influential Leadership Gurus** by Gurus International, Arthur F. Carmazzi has 21 years experience specializing in psychological approaches to leadership and corporate culture transformation. **He is a renowned motivational leadership keynote speaker and trainer in the Asian Region** and has advanced Corporate Training with innovative techniques and tools that have been acknowledged by some of the world's greatest organizations. He is a bestselling author with book titles: "The 6 Dimensions of Top Achievers", "The Colored Brain Communication Field Manual", "Identity Intelligence", "Lessons from the Monkey King" and "The Psychology of

Selecting the RIGHT Employee". Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology

Arthur is the developer of the CBCI (Colored Brain Communication Inventory) and HDMA Emotional profiling tools used for "Psycho-Productivity" management. These tools have been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital. The unique "linked implementation" structure of Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology.

Directive Communication™ (DC) is the revolutionary and highly effective psychology based workforce transformation methodology founded by Arthur F. Carmazzi. It has been applied in some of the world's leading organizations with exceptional results.



## 6. Arthur F. Carmazzi Testimonials

"Arthur has far exceeded the expectations we had for this exercise. His process for developing a vision and mission seemed unorthodox but delivered more than projected. The exercise determined a clear strategic direction and unified key stakeholders to make a notable difference in the projects success. We will be using Arthur again in future projects and recommend him with high regard."

*Joseph Lo*

*Senior Project Advisor*

**UNDP (United Nations Development Program)**

"Captivating, Motivating and Inspiring! Make us realize the value of leadership not only within our immediate surroundings but well beyond. Prompts us to earnestly search for our real purpose in life and that alone can make a difference in our organization family and society. "

*Shailen Sreekeessoon*

*Team Leader, Strategic Planning and Research*

**State Bank of Mauritius Ltd**

Arthur Carmazzi's Directive Communication is one of the best transformational courses I have attended. It has many practical applications and interactive exercises that scientifically illustrate how we can improve results and performance. Using this makes a big difference to motivate yourself and continually influence the behavior of the organization. I would recommend this to anyone wanting to make a difference.

*Lance Tay*

*Deputy CEO*

**John Hancock Life Assurance**

"This unique workshop made me aware of the perception mistakes I was making. It helped me to realise that blaming leads nowhere and emotional gratification is key to people, and for this as a leader, I should not take all the benefit for myself. This seminar By Arthur Carmazzi will definitely be of great help along my career path and as a leader, I am a richer person

*Nuvin Deerpalsingh*

*Marketing Director*

**KLM**

"Arthur's Directive Communication programs have made a noticeable impact here at MTV. Our managers and staff have indicated measurable results in their productivity and their ability to minimize conflict. In our follow-up sessions, each as demonstrated a greater aptitude in bringing out the best of themselves and their colleagues. We will continue to implement Directive Communication courses and use the CBCI in our international curriculum and highly recommend Arthur F. Carmazzi and his technology to any organization wishing to make the most of their human capital."

*Feline Chua*

*Director of Human Recourses*

**MTV Asia**

As the International Senior Advisor for the China Association for NGO Cooperation I have been involved with leadership training and enrichment programs from some countries, but never before have I been exposed to such a powerful program as Arthur's. His ability to expand and even transform the attitudes of those involved in our projects was uncanny. His interactive Directive Communication based workshop got our people to truly understand one another and work more cohesively than ever before. I commend Mr. Arthur F. Carmazzi for his superior ability and his sincere compassion for those whose lives he touches with his work.

*Dorit Lehrack*

*International Senior Advisor*

**CANGO (China Association for NGO cooperation)**

What a wonderful experience that we have gone through, touching all approaches related to an exemplary leadership model. We are grateful to Mr. Arthur F. Carmazzi for his giving us a bright vision of a great future for our leadership, the betterment of others and the best way toward our own ultimate success in life."

*Veeran Manikion*

*Senior Officer, E-Business,*

**State Bank of Mauritius Ltd**

## 7. Timing

- 4 days

40 minute On-Line follow-up session after one week

40 minute On-Line follow-up session after three weeks

## 8. Costs and Value-Add

- DC Tools worth \$688
- Monkey King Book
- Monkey King Mind Map

Fee: Please Contact us

## 9. Conclusion

We are grateful for having the opportunity to be considered as a provider for your Change Management Training Objectives, and look forward to exceeding your expectations.

If you have further questions, we invite you to contact us

## Directive Communication International (Asia) Pte Ltd

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**Special**

Arthur's Change Leadership Book:  
"Lessons from the Monkey King"

**Included**



DC Tools Included

